

Newark

Sharpe James
Mayor

Department of Administration

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Glenn A. Grant
Business Administrator

TO: Honorable Sharpe James, Mayor

FROM: Glenn A. Grant, Business Administrator

RE: **Municipal Department Cable News Show**

DATE: March 12, 1992

As you are keenly aware, Newark is, on far too many occasions, the focus of strictly negative news that appear in the media with little or no reference to the many positive events and developments which emanate from our various departments. That is why your local cable show serves such a valuable service in informing the public about the "good news" concerning what we are doing to make our City a better place to live and work, and about the many accomplishments taking place throughout the community.

I am particularly concerned about the lack of coordination and dissemination in reaching our constituency by the various departments. In that regard I have requested, for example, Director Celester to provide me with a comprehensive public relations program for the Police Department. The City has allocated millions of dollars to improving the quality of life in the neighborhoods. The message is not getting out as well as it could be.

The departments of Police and Health & Human Services have a monthly newsletter which they distribute to the public. Unfortunately, this method of communication is not as effective as television. The Department of Health & Human Services operates a mini-hospital, yet few citizens are aware of this fact. The bulk of our funding from the Department of Development has been in the neighborhoods and not downtown. The Police Department is an effective operation, yet many citizens are unaware of the success of this department.

The tremendous success of your television program indicates the public's receptivity to public information programs. As successful as it is, however, your television program cannot address the myriad things going on in the City which should be communicated. It is my belief that another public relations tool is needed by department directors to further improve the City.

Building on the effectiveness of your show, I would like to propose that a similar type of local cable news show be established for the key service areas of police, health/social services, property upkeep and cleanliness, and development. The idea would be to have Directors Celester, Ruffin, McLucas, and Lucas serve as hosts of this show, preferably on a rotating basis - or you may wish to designate a permanent host with appearances by these Directors. The weekly program would disseminate information of interest to the public, as well as feature highlights of positive efforts to improve neighborhoods throughout the City.

Creation of such a local news show would greatly intensify our public relations campaign, while providing an important source of information for our citizens. Please let me know your thoughts on this idea.


Glenn A. Grant
Business Administrator

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c: William Celester, Police Director
Bobi Ruffin, Director, Health & Human Services
Edwin McLucas, Director, Land Use Control
Harold Lucas, Director, Department of Development
Pam Goldstein, Communications Manager